



## **Executive Summary**

### **1. The business**

A platform designed to bring like minded tech individuals such as ourselves to either collaborate on a project that is on going, or be able to come up with an idea and find people that are just as interested in joining the cause. Provide resources, networking, and mentors.

### **2. Forecasting of intended quantifiable success**

We will help generate more jobs, reduce the tech education gap (people that are switching careers), and help young adults with imposter syndrome.

### **3. The intended market for this products or services and the sales potential of this market**

Individuals which have interest in technology and may not have the resources. young adults starting in the technology industry, career transition. More hands on experience for undergrads and aspiring professional.

### **4. The competitive or marketing advantage the firm has over its competition**

Things we bring to the table that similar platforms do not provide. We are a platform that integrates collaboration, uses performance ratings, allows for networking, provides resources.

-Built In NYC -Meetup -Upwork -LinkedIn

### **5. The resources and amount of financing needed to implement the business plan.**

Mentors that specialize in marketing, and advertisement; collaborators, Sponsors, and equipment.

## **What is the business description?**

### **1. What is the exact business of the firm or venture?**

A platform designed to bring like minded tech individuals such as ourselves to either collaborate on a project that is on going, or be able to come up with an idea and find people that are just as interested in joining the cause. Provide resources, networking, and mentors, Provide hands on experience.

### **2. What product or service does it sell?**

We provide a platform for developers to mentoring newly people that are interested in technology, Digital workshops, Information regarding tech events, project collaboration based on skill set

3. Where is the market for this product or service?

The market for this product are schools, nonprofits, undergrad colleges, people that are switching career.

4. To what target market (specific customer group) will the product or service appeal?

individual aspiring to get into the tech industry.

5. What important events have brought the platform to the current stage of its life cycle?

Created by individuals who have been and/or currently struggling to enter the tech world have inspired this platform, along side non-profit organizations such as Per Scholas.

6. How is the business operated?

The business is a non-profit online platform which helps individual create and seek opportunities.

7. Who will manage and lead the business?

The leads of this project are Zain Khan and Julissa Ortega

8. Why will it be successful?

Why are we building this platform, because we have been there, right out of college or struggling with imposter syndrome, not knowing whether you have the skill set. and this is where we step in and provide a starting point. This is a platform that will relate to most of the people here.

Yuanyuan Niu

Zain Khan

Xue Ru Chen

Janice Ma

Julissa Ortega